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AUGUST  
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# EXTENSION SERVICE *Review*



*Checking plans for a silo under construction in Virginia*



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**EXTENSION SERVICE**  
*Review*

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## Next Month

- A new extension field but an expanding one, that of consumer education, will be featured. The front cover sets the pace, and the back cover shows graphically how facts about foods are retailed to the ultimate consumer in New York where an excellent consumer education program is under way.

Veteran of a year as field agent in marketing and consumer information in Kentucky, Mrs. Miriam J. Kelley, a former home demonstration agent, will tell of her work, the methods she uses, and what she sees in it. "Hard work? Of course," she writes, "... but along with the physical exertion, the challenge in realizing how far reaching the program may become, and an entirely new field of cooperation between many individuals and organizations." You will find her account of how she holds interest in her radio broadcasts readable as well as informative.

Loa Davis, another and more recent home demonstration agent recruit, now extension economist in marketing working on consumer education problems for the Federal office and former home demonstration agent for Frederick County, Md., reviews some of the activities now going on.

Another article which will attract your attention because it is out of the ordinary is Bob Pinches' pungent and pithy paragraphs on the methods used to choose 4-H leaders. He startled his fellow 4-H agents in Minnesota at their annual conference with his description of these methods and the visual aids he used in presenting them. He has posed for some pictures with a few of these visual aids.

When a home demonstration agent impersonates Cinderella and moves from office poverty to luxury overnight how does she feel? Mrs. Carrie N. Herring Bennett of Winston County, Miss., has just had that glamorous experience and writes about it.

# Virginia Homes Modernize

MARY B. SETTLE

Extension Home Improvement Specialist, Virginia

A long-time housing program has steadily gathered momentum in the past 9 years. The Virginia Experiment Station began collecting data; agents received special training; other organizations were interested; builders and dealers were helped; and two specialists were added to the staff to keep up with the growing interest.

**T**HE need for better housing was recognized officially by the Virginia Federation of Home Demonstration Clubs and the State Home Demonstration Service back in 1940 when they asked the experiment station for more hard facts on the present situation. Dr. W. E. Garnett, rural sociologist, took the job and began a study of the 1940 housing census and related materials. The war interfered; but in 1946 visits were made to 1,000 homes in 6 counties, and the picture of Virginia housing began to develop—a picture which emphasized the 2 extremes of very good and very poor rural homes.

Data recently reported in an experiment station bulletin, show only one-third to one-half of Virginia farm houses in good condition, reasonably convenient, and attractive in appearance. One-third need major repairs. More than one-half are below desirable standards in convenience and arrangement. More than 100,000 of the

209,208 occupied farm dwellings (1940 census) are considered "substandard in construction, condition, convenience, or esthetic qualities." Approximately about 10 times as many Virginia farm children are being reared in houses valued at \$700 or less in 1940 as in houses valued at \$3,000 and up. Virginia ranks below the national average in respect to each of about 20 farm housing and convenience indices. Conditions vary widely within the State, of course, among different sections, and economic levels, and somewhat according to tenure status.

The problem in rural areas today is not so much one of housing shortages as it is of the need for improvement in quality and modern conveniences. These needs continue strong in spite of renewed and increased peacetime production and in spite of progress made in repairing, modernizing, and building houses.

For example, rural electrification increased from 25 percent in 1940 to 54 percent in 1947 and is estimated as approximately 70 percent at present. The percentage having running water increased from 12 percent in 1940 to 21 percent in 1945 and is estimated now as about 30 percent.

Limited incomes, limited information or education, and indifferent attitudes are three factors which have always been largely responsible for much of our inadequate or neglected housing. In spite of current high national income, more than half of our rural families still have individual incomes too limited to provide good houses and other family needs at current high prices. Many families do not know what housing improvements are possible and within their reach. And the condition of housing is definitely affected by the degree of appreciation of good housing which is possessed by families, whether con-

*(Continued on page 155)*



Survey showed need for modernization . . . and wide variety in housing.



# Young Homemakers Chose This Plan

CATHERINE M. SULLIVAN

Extension Specialist  
in Home Management, Illinois



**W**HAT do farm families consider when they choose a plan for a new house or decide to remodel their present dwelling? In a study of ready-made plans for farmhouses, 31 Illinois farm families were asked to choose from among 8 plans the one most suited to their needs. All the plans were designed specifically for the farm situation. Four were one-story, three were story-and-a-half, and one was a two-story.

As farm families are not able to move readily from one house to another as the family size changes, the farmhouse must meet the maximum need for space. On the assumption that this need is most keenly felt by families with young children, the families in this study had either pre-school or grade-school children, with an average of about two children per family. Both owner and operator families were included.

No estimates of cost were given, as the study was concerned with the amount and arrangement of space which the families felt to be desirable rather than with the amount of money they felt they could afford to spend. Although sketches of the exteriors were included with the idea of making the plans more interesting to the families, it was hoped that the choices would be made on the basis of floor plans rather than of exterior design. The questionnaire used placed emphasis on work areas.

Slightly more than 40 percent of these families chose one-story houses. Judging from the comments made during the interviews and on the questionnaires, there are two reasons

why 60 percent of these families are not in accord with the trend toward one-story houses reported by some agencies. One reason is cost. If the families were convinced that as much space could be obtained in a one-story house for the same cost as in a two-story, more of them would probably choose the one-story. A second reason is the problem of heating. These people had questions as to the ease and economy of heating a one-story house as compared with a house of the same size but of more than one story. Of course, custom might also have been a factor.

The most popular plan, however, was of a one-story house chosen by eight families. Living room, dining room, kitchen with dining space, first-floor laundry, three bedrooms, bathroom and separate lavatory, and glazed porch were provided. Some study of the space requirements for which families expressed preferences showed that many of them were included in this plan.

## Three Bedrooms Needed

Three bedrooms are regarded as the minimum desirable. All except one of the plans offered the families provided for three. The only two-bedroom house in the group was not chosen by any family, although the number of bedrooms was probably not the only reason. These farm homemakers were reluctant to give up the dining room. This is no surprise, as other studies have shown that the preferred pattern is a dining room plus dining space in the kitchen. One homemaker who chose a plan without

a dining room commented: "I would miss the dining room on the farm, for there are always guests to feed; but I guess I could adjust to trays, card table, or 'dining corner' in the living room."

Wash-up space for the men and a place to hang chore clothes is a definite need in the farmhouse. Nineteen of these 31 families consider the basement the place for these activities.

Twenty-five families chose plans providing auxiliary work space on the first floor, such as the laundry in the most popular plan. In discussing what they felt to be desirable features of such space, the homemakers consistently reported that they preferred work areas which were not passageways from the outside.

It is interesting to note that none of the eight families would follow exactly the uses of space suggested on the plan which they chose. Some would prefer a sewing room, office space, or play area instead of the second bathroom. Others would use the basement for laundry and convert the first floor laundry space to other uses such as have been suggested for the smaller bathroom space. From the comments of the families, it seems that farmhouse plans might well include space which could be used as a general-purpose room to provide an extra bedroom when necessary, play area for small children, or family recreation space as the children grow older, office, sewing room, study, or for other purposes.

There were indications that com-  
(Continued on page 156)

# A Parent Views 4-H Clubs

Mrs. Walter Sandberg of Westport, N. Y., is a 4-H mother. Asked to participate in a local achievement program by her daughter who was serving as mistress of ceremonies, she had so many common-sense things to say that County Club Agent Donald Y. Stiles sent in the talk to be shared with other 4-H Club workers.

**THE MOTHER-DAUGHTER** idea in aprons, dresses, and hats still persists. And they are nice. Now we have the same scheme injected into a 4-H program. When asked to do this bit on a program already filled with good people and their equally good ideas, I was rather doubtful of the wisdom of the plan. I was told I should "smile sweetly and say I'd love to." After much pondering, I managed a grin and a hesitant "Well, I'll do the best I can."

After thinking things over, though, maybe it's not such a bad idea after all—the idea itself, not me. It suggests cooperation and teamwork; and if that doesn't start at home—mother-daughter, father-son, etc., it's hard to start at all. Those same high ideals which should be taught and lived in each home are those which are given places of honor in 4-H Club work.

May I say here that we parents do appreciate the time and efforts of the 4-H leaders and those so generously assisting.

## Understanding Leader Is Essential

From where I stand, this 4-H picture looks good and will continue so if painted in the same true, clear colors in which the original masterpiece was done. A very real essential is a leader who understands and likes young people—one who will work with them and at the same time teach them by word and action the lessons and ideals of 4-H. A leader should be able and willing to devote much of his or her time to the club's plans and work and help carry them out. Of course he can't be expected, in this

busy world of ours where everyone has three or four jobs to do, to give all of his time—nice as this would be. But neither should that leader expect his or her club members to devote so much of their time to 4-H that school and home work has to be neglected.

## Interested Parents Complete Picture

The other half of the picture, the parents, is somewhat similar. We parents need to remember our part of this cooperation scheme. If we make it a point to meet and know the leaders of the clubs to which our youngsters belong, we would have a more personal interest in the things they are trying to teach. We can offer suggestions; maybe they won't be used, but then again maybe they will. It is said of George Washington that he listened to everyone's advice and then did as he pleased. But I am sure the present-day 4-H leaders welcome new ideas if they are offered in the right spirit of cooperation.

We can have—and show—more real interest in the work and plans of our 4-H boys and girls. Give them an opportunity to demonstrate at home the things they learn in their clubs. Talk with them about their work and their play. Let them invite their clubs and leaders to meet in our homes so that we can get better acquainted with them as individuals and learn more about their club projects.

When they plan public affairs let's stand firmly behind them and give them all the moral as well as financial support that we can. These youngsters of today are our civic and social

leaders of tomorrow. The attitudes they'll assume are largely up to us. Let's not be too busy to be friends as well as parents!

We'd like them to have consideration for us—so should we have for them. Our often-quoted but not often-lived Golden Rule is a good basic regulation for every home and club.

Every 4-H member has a pledge of heart, head, hands, and health. A similar pledge for parents would undoubtedly show good results.

So let's continue to paint this 4-H picture with sincerity, belief in our youngsters and their leaders, and full cooperation in their work and play. Then—from where I stand—the picture still looks good.

## Youth Community Center

Stevenson community in Jackson County, Ala., has made a bold effort to solve their youth recreational problems. Spearheaded by the home demonstration club, other civic organizations such as the mothers' club, junior book club, senior book club, and firemen's club soon joined in the movement; and before long a recreation center for the youth of the community became a reality. Two large rooms over the city hall furnish such entertaining features as table golf, a carom board, and other games. The Boy Scouts use the rooms 1 night a week, and on 3 nights a week the center is open to the whole community. On evenings when the center is not open it may be rented by other organizations.





**I**NTEREST in expanding cooperative extension work to people living in urban areas is increasing. This expansion has been stimulated by the garden programs of the war period and by the increasing emphasis on bringing to consumers information about better purchasing opportunities of agricultural products. It may in part be due to recent trends toward decentralization of industry and the rapid increase of population in rural areas surrounding industrial centers. The desire of these people to grow at least a portion of their food supply has greatly increased demand on the county agents' time.

Like most new ideas, careful analysis shows that considerable urban work is already under way. For example, Denver now has more than 1,000 boys and girls enrolled in 4-H Clubs and employs a full-time 4-H worker. Several cities including Minneapolis, St. Paul, Syracuse, and others have for many years employed home demonstration agents, as described by Florence Hall in the April 1949 issue of the *REVIEW*. Regional marketing and consumer education extension projects are now operating in the New York, Boston, Louisville, and other metropolitan areas.

### Beginning Where You Are

The work already under way often forms the best basis for expansion. It is only natural that extension work should have first developed with farm people. Although not restricted to farm people by legislation, it was clearly in the minds of extension pioneers that the United States Department of Agriculture and the State agricultural colleges had available more information which applied to the farm and the farm home than they had for city people. Now farmers' problems are less bounded by their own fence lines. Increasingly farm people are finding a community of interest with urban dwellers in the solution of such problems as finding markets for farm products, consumer understanding of good food buys, better community health services, and national agricultural policy.

It is only natural that there should be a shifting of extension activities toward more work with urban people. The Joint Land-Grant College-

# The City Looks to the County Agent

KARL KNAUS

Field Agent, Central States, Federal Extension Service



U. S. D. A. Committee recognized the extension contribution to urban life and noted the increasing numbers of calls upon extension agents for advice and assistance. When the Extension Editors' Advisory Committee met recently in Washington the members asked that the Washington staff brief them on the topic, "Extension Work in Urban Areas." The writer reported to the editors that agricultural agents had opportunity to expand their present work in five major areas.

### Agent Serves in Public Relations

First, in the field of public relations, usually the county agent is a member of one of the local civic clubs. He is a member of the chamber of commerce. He has many contacts with businessmen. He finds that these businessmen have a vital interest in many of the same problems he is working on, such as the marketing of agricultural products, community health services, and national agricultural programs. Then, too, many businessmen have a more personal interest in agriculture as distributors of farm supplies and equipment, or because of home gardens, farms they own, or friends who are farmers. They develop a habit of bringing agricultural questions to the agent. They learn to know and like him as a member of

their community and respect the work he does. They give him the responsibility for representing the attitudes and interests of rural people.

A second important activity comes about by means of information releases through the press, over the radio, or on the television screen. These are heard, seen, or read by city people as well as by farm people. This has dramatized urban interest in agricultural problems. These releases greatly increase the number of telephone and office calls on matters relating to gardens, small fruits, flowers, lawns, and shrubbery, and familiarize the city people with the work of county agents. Such questions as control of insects on the roses, leaf spot on the lilacs, varieties of grass and fertilizers for lawns, and desirable shrubs for landscaping are asked most often; but the questions asked almost cover the agricultural front. Many agricultural agents hold winter garden meetings with city gardeners, help organize custom spray and other services, and advise dealers in garden supplies on varieties, spray materials, and fertilizers which they should stock.

A third area of service developed during the depression years of the twenties when industrialists and city officials became concerned with the problem of feeding employees who were laid off or working only part time. Industrial gardens and com-



munity gardens were a part of the answer. Indiana, I recall, employed a full-time person to work with industrialists and city officials in developing garden programs. County agents in industrial areas cooperated in developing these gardens; they helped select a location with good garden soil and gave information and conducted demonstrations on cultural practices, varieties, insecticides, and fungicides. In many cases this common interest in the problems of gardening has spread to an interest in other phases of agriculture like the study of the nutritional value of fresh vegetables for the urban family. It is amazing how this interest in gardens has continued since the depression and the war periods.

### Reaching Farm Owners in the City

Landlord-tenant relations is a fourth expanding area in which agricultural agents have been working with city people. In the early days of the agricultural adjustment programs, contacts with tenants soon brought out that their landlords who lived in the city had an important part in making adjustments in farm production. This led to specific efforts to have contact with and opportunity to explain the various adjustment programs to city residents who own farms. In many cities businessmen who own farms have joined together into "Farm Hand" clubs of which the county agent is an important member. Many such businessmen now belong to farm management associations which employ a field man to help manage their farms. These form an excellent nucleus for a real and broadening understanding of farm problems.

### Help for Municipal Landscapers

A fifth area of agricultural service to city people has been assistance in landscaping the grounds of public buildings, planning playgrounds, sodding athletic fields, and rendering similar informational and educational service. In many towns the agricultural agent and the teacher of vocational agriculture are the only agriculturally trained people available for consultation on problems of this

type, except perhaps the nurseryman.

A survey in the Northeast recently completed shows that agricultural agents in that area spend one-fourth of their time working with urban people. This has caused county agents to become interested in opportunities for exchange of ideas about extension work with urban people. Some twenty county agents from five Midwestern States serving in counties with large urban populations met at Purdue University in July 1947. There was a fine exchange of ideas, and many suggestions were offered for work with urban people. A group of county agents from Northeast States met at Wilkes-Barre, Pa., in May 1948 for a similar purpose. Indiana county agents have recently asked Associate Director L. E. Hoffman to set up a conference for Indiana agents from the counties with larger cities. The National Association of County Agricultural Agents has, for several years, had an urban extension work committee which has been studying urban work and reporting to the annual conference.

This article only outlines briefly some of the opportunities for service in this field. Extension workers do feel the responsibility for interpreting agriculture to urban people, for helping them in their agricultural pursuits, and for facilitating a common approach on their mutual problems. Funds and personnel are the limiting factors in a further expansion.



City people listen for farm radio programs.



From farm to stockyard to packer and city table.



Need for up-to-date information on growing community gardens brings apartment dwellers in touch with Extension.



NEVER a week goes by that county and home agents do not present one or more speakers to an audience. The success or failure of that speaker often depends on how you offer him to the audience and the audience to him.

When I was in my twenties I underwent a dressing down from a professional lecturer that I never forgot.

"You're a pretty smooth talker, Bill, but a darn poor introducer."

The bluntness of the old Chautauqua lecturer's attack made me blink. My face and neck flushed.

Two minutes before Red's oratory had boosted the blood pressure of that little Missouri town's 300 citizens at least 20 points.

I thought that was a lot considering the day—temperature 100°—humidity terrific. Even the canvas of the old brown tent which usually sighed and creaked on quiet afternoons hung dead and limp to the supporting ropes and posts.

Red had worked hard on that audience. He'd started off with more stories than usual to "get them going" but attributed his difficulties to the heat.

And now he was blaming me.

"Bill," he said, "a good speech of introduction can make or break a speaker. Most speakers would have succumbed and let that audience die. You can thank the Lord that I'm an old circuit rider, a war horse. I didn't let 'em die on me, but most speakers would have."

Red then gave me the best lecture on introducing speakers that I ever heard before or since. Here's that lecture about as he gave it:

"Even the Saviour of mankind was properly introduced to the world," said Red. "Remember John the Baptist:

"I am the voice of one crying in the wilderness. Prepare ye the way of the Lord—Make straight his paths—and every valley shall be filled—and every mountain and hill be brought low—and the crooked shall be made straight—and the rough ways plain—and all flesh shall see the salvation of God."

"An introducer is a John the Baptist," he continued. "If God needed someone to pave his way into the world of men, we poor mortals who speak to audiences need good John

# Preparing the Way for Speakers

BILL CLARK

Associate Agricultural Agent

Dane County, Wis.

the Baptists even more than he did."

I never forgot that little lecture. If you want speakers to do their best, audiences to respond favorably, you have to be a John the Baptist.

Neither did I forget a few of the little tricks Red taught me. "Create suspense!" he said. "Make that audience think I'm important—what I have to say is important to them—do it quickly, pronounce my name only once, and that at the end or climax of your introduction, then stand up there like a man and lead the applause until I get out in front."

I've always been grateful to Red. On that hot, muggy day 20 years ago he made me realize that introducing speakers was an art—just as great an art as giving the main speech.

I've stood on the receiving end of good and poor introductions. I've read books about how to be chairman of a meeting and how to launch speakers, but the essence of the art can be found in what Red told me 20 years ago when he was tired and hopping mad.

Red was positive. He didn't tell me what not to do, but it may help you if I begin by enumerating a few of the worst crimes some of us commit. These things are forbidden in a good speech of introduction:

1. A speech of introduction should not be long. The prima donna follows you. John, the Baptist preceded the Saviour, but he was not the Saviour.
2. Good introductions are not chronicles. They do not cover the date of a speaker's birth, the high school he graduated from, the number of his children, or the de-

grees he holds, unless those past experiences relate directly to what he is talking about today.

3. An introducer is not an apologist. The most terrible introductions are those where the chairman says he's sorry Mr. Jones, the eminent authority scheduled to speak, can't be present but has sent his chief assistant instead.
4. The speaker should not be roasted and made a fool of by the chairman. A little good-humored twitting is fine, especially if the speaker is versatile and can use the nose-tweaking to launch his own talk.

But now let's analyze what Red told me an introducer should do, and add a few things I've learned on my own:

1. The chairman, toastmaster, or introducer has the positive obligation of telling every speaker exactly how long he should talk. Remember this—all speakers, particularly extension people, talk too long. Here's a little trick I learned years ago which helps control some (not all) speakers. I take out my watch and say to the speaker: "It is now precisely 10 minutes to 1. I will get you started at exactly 1. These folks expect you to talk for 25 minutes and to leave 5 minutes for questions. We adjourn at exactly 1:30."
2. The final climatic word of any introductory speech should be the speaker's name. Don't say "I now present Professor





Jones, chairman of the soils department at our great university." Say, instead, "I now present the chairman of soils at our great university, Prof. Walter Jones." Lift your voice on the Walter Jones and start the applause.

3. Always remain standing until the speaker has taken his place on the platform. Then sit down. If you sit down sooner, the effect is about the same as if you had said "Here he is, boys, and may God have mercy on him."
4. Whatever you say about the speaker should be brief, but it should excite the interest of the audience and challenge the speaker to do his best. Your words should create suspense. The speaker's name should be the climax of that suspense.

There are many ways to create this suspense. You can even do it without words. All of us remember President Franklin Roosevelt's fireside chats. I've always liked to believe that F. D. R., great showman that he was, planned these introductions. Came the zero hour! Time for the speech! And suddenly the radio roared with static! A far-away announcer might be heard to say hurriedly, "Just a moment, please." The confusion increased as if some supernatural hand were trying to bring all the air waves of the universe into one single focus, and then suddenly out of the tumult came a calm voice: "And now, ladies and gentlemen, the President of the United States."

You might introduce a specialist from the college like this: "And now,

folks, we've worried along for years with the problem of thistledown blowing over the countryside at harvest-time. We couldn't cut all the thistles because we didn't have time, and cutting destroyed part of our crops. But now at long last the man in the laboratory has brought us new hope. He's developed a new chemical which destroys the weed and leaves the crop. Thistles can be destroyed easily. To tell us about this new material, to help us with this problem, there has come to us today a man who has fought more weeds than anyone else in Wisconsin. He literally smells from this new weed killer, 2,4-D. Our good friend and adviser from the University of Wisconsin, Prof. George Brown."

Watch critically the next time you're at a banquet. You can always tell the dub from the artist by the way he attacks his first important job—introduction of the guests at the head table.

Many otherwise good toastmasters do this job badly because its significance never dawned on them. A few make the horrible blunder of requesting the audience to withhold applause until all have been introduced to save time.

Nonsense! Done right the applause takes only a few seconds. Further, it's the job of a toastmaster to provoke applause—not to suppress it. How better to warm up the audience than by getting them in the habit of applauding vigorously for six or eight distinguished guests?

How then to do this important job quickly and effectively? By being absolutely certain that each distinguished guest knows exactly when to rise for his bow and that the audience knows when to applaud.

Here's an example:

"You're probably wondering who these fine-looking people are sitting at the head table. We're going to present them to you. I'll begin at the left (point), and as I pronounce the name of each guest will he please rise and take a bow.

1. The distinguished chief justice of the Supreme Court of the State of Wisconsin—Justice Marvin Brown.

*Applause.*

2. Our next has defied the old

proverb that a prophet is without honor in his own country. He is with honor at home because his neighbors selected him to represent them in the legislature. He is with honor here because he's a member of our association—our secretary—Harry Olson.

*Applause.*

3. How drab this table without ladies to lend color. One of our most charming and, I think, colorful employees—Mary Jane Jacobs.
4. Our next guest served the people of this State for 15 years as an extension man in the field of farm economics. He's still serving us—now more than ever—the new dean of our college of agriculture—Dean Ralph Whitson."

And so on until all are presented.

Follow the technique just illustrated, and you'll find guests rising proudly for their brief moment of glory, the audience will applaud, and you'll be off to a good start.

After I'd given a demonstration one time a little home agent came to me and said: "Here's how I was introduced by the retiring home agent when I came to my county a few weeks ago, 'This is Miss Smith. I hope you will like her'." Following this little gem, the old home agent sat down and took out her knitting while the new girl tried to overcome the barrier her predecessor had built up with those cold, indifferent words.

Let's launch speakers right. Remember what Red told me 20 years ago:

1. *What* you say about the speaker must make the audience feel that he is important to them now.
2. *How* you say it must create suspense so that the audience is waiting for the speaker, and he is eager for the audience.
3. The speaker's name should be the final climactic words.
4. Provoke applause and stand up like a man until the speaker has taken his place.
5. Remember always—Be A Good John The Baptist!



# The Veteran Speaks for Himself

**The veterans' committee in Chenango County, N. Y., is one of the most progressive committees in the county, in the estimation of County Agent Howard Matott. This veterans' program was developed cooperatively by the teachers of agriculture and the county agricultural agents.**

**I**T ALL started early in 1948 when the Extension Service scheduled three meetings for veterans, in cooperation with the teachers of agriculture. To these meetings these teachers brought their classes of veterans. The first meeting, held in January, was on the Outlook for Farming in 1948. In February the group met to discuss Soil Conservation and Ways of Getting Started Farming. Their March meeting, the last of the first series, dealt with Analyzing the Farm Business. All of these meetings were conducted by C. A. Bratton of the Department of Agricultural Economics at Cornell. He reports that there was a good attendance at these meetings and the veterans showed a real interest in the programs. They indicated that they would be interested in similar programs next year.

Anthony Kilcoyne, the assistant county agricultural agent who had charge of the project, conceived the idea of a veteran's committee. He felt they might help plan the next year's program. Each of the eight vocational agricultural departments in the county was asked to select one veteran to represent it on such a committee. The committee met in June and made out their program for the year.

Agent Kilcoyne opened the meeting by explaining briefly how the committee was selected and the purpose of their getting together. Dr. Bratton explained the importance of young farmers getting established on a sound basis and the changing nature of the business of farming. In the discussion that followed the veterans pointed out the problems they were facing. After getting these problems

listed on the blackboard they indicated the things they thought the Extension Service could do to help them solve these problems. Their program, when it was completed; listed eight projects on which they wanted help during the next year. Four of these they thought could best be handled at county-wide meetings or tours under the direction of the Extension Service. The other four of their projects they decided could best be discussed in their home communities in connection with their veterans training program.

## Ask Help on Four Projects

The four projects handled by the Extension Service on a county-wide basis were: (1) Consideration of the future of agriculture including probable prices of farm products for the next few years and opportunities in vocations other than farming. (2) Selection of good dairy cattle and the building of a sound breeding program. A tour was suggested to the artificial breeding headquarters at Cornell University and a discussion during the day of a livestock breeding program. (3) A tour in the county to study soil management, featuring the county soil conservation program and the methods that farmers were using to improve pastures and to produce better hay. (4) A wood lot field day to discuss wood lot management and to see demonstrated the new power tools available for work in the wood lot.

The four projects which they chose to discuss in their local meetings were listed as follows: (1) Selecting a farm. (2) Obtaining credit. (3) Equipping a farm. (4) Farm buildings and farm electrification.

It should be pointed out that the veterans on the committee represented their local schools; thus they were in a position to promote this program so far as the local veterans classes were concerned. As they had helped to make the program, this made an excellent arrangement.

Two of the events that have already been held in 1949 are the tour to Cornell University and the wood lot meeting. About 150 veterans and a few other young farmers attended each of these 2 events. The executive committee of the farm department of the Extension Service in the county feels that the program has been successful in carrying over the veteran's interest from their school training to the Extension Service program. Dr. Bratton in his report of this project says: "The agents of Chenango County are interested in coordinating the extension program with the Veteran's Training Program. In this way these young men are learning how the Extension Service can be of use to them as farmers. To my knowledge this is the first county in New York State to have a committee of veterans to consider general needs and programs for these ex-GI's who are getting started farming."

● Nebraska now has 38 active groups of young men and women, according to a report made by T. H. Alexander, State rural youth leader. The average size is 40 members. Thirteen additional counties have indicated an interest in forming such groups.

To help plan the yearly programs, a series of four program planning meetings was held in February for officers. The program at these meetings featured what young men and women can do in recreation, education, and community activities.

● HAROLD B. WHITE, JR., graduate in recreational leadership and former Boy Scout executive, recently joined the Pennsylvania Extension Service as rural sociologist. He is a native of Amherst, Mass., and received his education at the University of Massachusetts. During World War II, he served 4 years with the U. S. Army Air Corps.



cerned as tenants, owner-occupants, or as landlords.

Extension Service reports show that total numbers of Virginia families assisted each year with construction and remodeling dwellings increased somewhat during the war, even though program emphasis at that time had to be placed on maintenance and safety rather than building or improvement. The numbers of Virginia counties reporting such activities doubled between 1940 and 1945 but doubled again between 1945 and 1948. At the same time, the total number of white and Negro county home agents and assistants increased 81.8 percent between 1940 and 1948, from 66 to 120 workers.

When Virginia reports for 1940 and 1948 are compared, the numbers are not large, but the percentage change in some of the housing figures is gratifying. In respect to constructing dwellings, the 1940 report shows only 183 families assisted, but in 1948 such help was reported given to 1,559 families. This is an increase of 850 percent. In 1940 only 957 families were assisted with remodeling dwellings, compared with 3,811 in 1948—an increase of 400 percent.

The number of families assisted with constructing dwellings not only jumped greatly in 1946 but reached its highest peak in that year. This number has decreased slightly each year since. In regard to remodeling dwellings, the total number of families assisted continued to rise until 1947, then dropped in 1948.

With respect to modern conveniences and better furnishings, the numbers of families assisted also increased greatly in 1946. Although numbers rose sharply in that year they have, for the most part, continued their upward climb in succeeding years for several important items, namely, installing water systems, installing heating systems, selection and use of electric lights and household equipment, and the selection of house furnishings and equipment (nonelectric). The largest number of Virginia families assisted in obtaining electricity was reached

(Continued on page 156)

## Locating Young Men and Women

IN STUTSMAN COUNTY, N. Dak., the careful work of the home demonstration agent, Mrs. Magdalene H. Clausen, in locating the who and the where of young men and women between the ages of 17 to 30, is showing definite measurable results in an expanded extension program.

A plan for completing a survey of older youth, from 17 to 30 years of age, in Stutsman County was presented by Mrs. Clausen at the 1947 spring meeting of the County Homemakers' Council. Council members who attended the session agreed to cooperate in their local areas and suggested names of neighborhood leaders who might be willing to help.

In those areas of the county not covered by homemakers' clubs, Mrs. Clausen made contacts with interested individuals by letter and home visits so that by November of 1947 reports from 60 of the 64 townships in the county were in the office of the home extension agent. This was accomplished with the cooperation of homemakers' club presidents, 4-H Club leaders, chairmen of township boards, parent-teacher leaders, and other individuals. The results were reported back to Homemakers' Council at the fall meeting of 1947.

Every community leader who completed a blank with needed information received a letter of appreciation for service rendered to the community.

Some of the information obtained in the survey was used during home-canning season when a revised copy of the new time table for home canning, published by the State extension service, was sent to each of 212 young married women who were listed as living in the county. This table had also been sent to all homemakers' club members and 4-H Foods Club members and leaders. A good many young women took time to write a note of appreciation to the home agent for this service.

The results of locating the names and addresses of the young men and women in the county from 60 of the 64 townships showed that 818 young men and 626 young women between the ages of 17 and 30 were living in the county.

In addition to organizing, directing, and compiling the results of the survey made by the women in each of the 64 townships in the county, the home agent and the county homemakers' council president, at both fall and spring meetings of the County Council, stressed the responsibility of each local club in inviting young women to become members of their club or in devising a special plan which would help these young women to organize clubs of their own.

In urging this local action Mrs. Clausen referred to the survey to show the number of young women who were not at the present time receiving the benefit of organized extension teaching. Now what could be done to share this educational opportunity with the young women?

Homemakers' clubs in 6 areas accepted the challenge and helped in organizing 20 new clubs during 1947-49.

Although the membership of these new groups is made up largely of younger women, many more mature women also joined some of the new groups. A comparison of the age groups of Stutsman County women participating in the homemakers' club program now and 9 years ago shows that the knowledge of where the younger married women were in the county was a factor in forming the new groups.

A check made in 1940 on the age distribution of women participating in the homemakers' program showed that the largest group (28.7 percent) were between ages 30 and 39 and the next largest group (24.8 percent) 40 and 49, whereas the age group 20 to 29 comprised 18.5 percent. Since the 20 new clubs have been organized in Stutsman County, the age group 20 to 29 has increased to 24.3 percent, the 40 to 49 group decreased to 22.3, and the 50 to 59 group dropped from 19 to 13 percent of the total membership.

This does not mean that the older women have ceased to take part in the extension program but rather that they have interested more young women in taking part along with them.



## Practical Education

**N**EGRO 4-H CLUB members of the St. Luke School in Bertie County, N. C., have developed a profitable and educational enterprise from a poultry project which began on a small scale, according to M. W. Coleman, Negro county agent.

The group of eight boys and girls formed a small business group with capital of \$7 each for the purpose of raising broilers to sell.

After building a modern brooder house at the school and borrowing enough money for the first year's operations, the group had paid back the loan as well as paid for the house and all the equipment before beginning this year's operations.

In March of this year, 250 barred rock chicks were bought from one of

the local hatcheries, and arrangements were made for credit on the feed bill. On June 5, not a single chick had died, and each of them averaged approximately 3 pounds, whereupon they were placed on a local market and sold for \$221. The total expense for raising them was \$130, therefore, a cash balance of \$91 remained as profit.

"The venture was started to give the children some practical education in the things they might follow in later life," Agent Coleman said, "as well as to teach them the spirit of cooperation."

So pleased is the group over the success they have had thus far that plans are now under way to enlarge their facilities to be able to accommodate 1,000 chicks at a time, he said.

cultural groups in presenting this need to the State legislature, two full-time housing specialists were added to the extension staff in 1948. One of these is an agricultural engineer, and the other is a home economist.

A number of special developments in the State's housing program, in the previous 3 years, preceded the appointment of the two additional staff specialists. The Extension Service, aware of the accumulated needs and family desires for improvement in housing and equipment, included 14 to 18 hours of instruction on housing in an in-service refresher course held for agents in 1945. The farm structures specialist gave an increasing amount of time to assisting agents with house planning and improvement problems, through leader training meetings, county-wide meetings for families, schools for carpenters, farm visits to individual families, and by redistributing house plans and other material.

A circular on "Farm Home Planning" was prepared by the housing Engineer in the Virginia Experiment Station and published by the Extension Service.

The home management specialist met as many calls as possible for help with kitchen planning and equipment, laundry equipment and arrangement, bathroom planning, and related problems. She prepared and had published one bulletin on "Convenient Farm Kitchens" and another on "Your Home Laundry."

A traveling "Labor-Saving Show" in 1947, with which all home economics and agricultural engineering specialists assisted, did much to stimulate interest and accomplishment regarding labor-saving household equipment. And the house furnishings specialist was handling increased requests for assistance with leader training work on interior finishes and selection and use of furnishings; for furniture reconditioning clinics; and with advice on remodeling of dining- and living-room areas.

The electrification of the farmhouse and the installation of home water systems have been the special concerns of two agricultural engineers in rural electrification and one in farm and home equipment.

### Young Homemakers Chose This Plan

*(Continued from page 148)*

mercial services in the form of food lockers and improved home equipment are causing farm families to alter their food-preservation practices. These changes are reflected in the amount and arrangement of space which is needed. Farm families who are planning to build or remodel should be encouraged to analyze carefully their needs and wants for equipment before making decisions on plans.

It is difficult to say what proportion of farmhouses are built with an architect's assistance. About one-fourth of these families indicated they would seek such help. If this is generally true, there is need for farm families to be aware of the planning helps which are available and for those agencies interested in farm housing to continue the development of plans and planning aids.

This study was made in a three-county area in northwestern Illinois. The cooperation of 26 families was obtained through visits made some weeks before the final questionnaire was set up. The other families were brought into the group through the

interest of two homemakers included in the visits.

The set of eight house plans and a questionnaire asking for information on the present house and for the family's choice of a new plan were sent to each family. The questionnaire included questions as to where certain homemaking activities took place in the present house and where they probably would take place in the selected plan.

Three weeks after the questionnaires and plans had been sent the final visits were made. These were a source of many helpful suggestions; and, as the study was made in the winter, it was often possible to talk with both husband and wife. The sets of house plans were left with the families at the conclusion of the study.

### Virginia Homes Modernize

*(Continued from page 155)*

in 1945, the number declining slightly each year since then.

Increased State-wide interest in rural housing led, by 1947, to a demand by the Federation of Home Demonstration Clubs for more specialist help in this field. As a result of their joining forces with other agri-



The activities of a State Extension Housing Committee appointed by the extension director led to the holding of a State housing conference in May 1947. This conference, held for the purpose of promoting and coordinating programs for better rural housing, was attended by representatives of some forty groups and agencies, white and Negro.

Plans for 1949, with two new specialists in housing, were based upon the in-service training, and the experiences of the State's extension workers in the previous years. The farm structures specialist is now giving more general counsel and guidance in housing than specific housing help in counties. The home management specialist, through leader training, special groups, and farm visits, is continuing to emphasize kitchen arrangement, storage, equipment, and home laundries.

The housing specialist of the agricultural engineering department is carrying forward the specific kinds of housing work to which the farm structures specialist was able to give only part of his time. Special effort is being made to maintain and enlarge the farmhouse plan service. Individual families are being visited and helped with plans for meeting their particular needs. Assistance is being given through discussions and demonstrations in leader training meetings, special interest meetings, carpenters' schools, veterans' classes, and farmer club meetings, simple home carpentry schools, and household mechanics schools. An attempt is being made to get more housing articles published and to develop a better information service.

### Expanding Services in 1949

The house improvement specialist of the home demonstration staff is emphasizing and interpreting family needs in housing and helping families to translate needs into practical plans. She is using such methods as leader training meetings, group meetings of families personally interested in specific housing problems, training meetings for federation housing goal chairmen, farm visits to individual homes to advise on plans for making the house meet the family's needs, and



One of Delaware's home demonstration club members (holding paper) does her part in the young mothers' survey by explaining to two women in her neighborhood the type of information on child care they can receive from the State extension service.

## What Young Mothers Want

DELAWARE home demonstration club members undertook a survey during May to reach all mothers of young children who might welcome information on child care. Many homemakers who are unable to join an organized home-demonstration club have asked to receive this material, says Gertrude Holloway, State home demonstration leader.

Information on child feeding, clothing, storage of toys and clothing, physical and mental development of children, will be prepared by home economics specialists of the State extension service. It will be sent in the

form of leaflets or bulletins at intervals throughout the year, from the offices of the county home demonstration agent.

Getting its push-off during National Home Demonstration Week, the survey was carried on by members of 71 clubs throughout Delaware, who called on young mothers in their communities and furnished them with cards to check, indicating the type of information they wished to receive and whether their children came in the preschool group or the 6- to 10-year-old group. The information will apply specially to children under 10.

developing result demonstrations. Subject-matter materials have been prepared on several subjects for the use of leaders handling particular topics in their club meetings. Illustrative materials are gradually being assembled, some for the use of leaders and others for the specialists' use in group and county meetings. More visual aids are much needed.

The two housing specialists cooperate on many of their leader training and county meetings, and in the development of plans and materials. Their programs as a whole are closely coordinated. The home economics

and engineering work in housing are also strengthened by coordinating plans and efforts with those of other specialists whose work in part contributes directly to the improvement of housing. The experiment station has recently added a man to work with the engineer in charge on the development of farmhouse plans.

We look forward to a strengthening of the housing program in this State through continued cooperation between the Extension Service and the experiment station, and the coordination of these efforts with the activities of other agencies.



# About People...



• Appointment of **MARY ANDERSON** as assistant State 4-H Club leader was announced by Paul Miller, director of the Minnesota Extension Service. Prior to her present position Miss Anderson served as Goodhue County 4-H Club agent for nearly 3 years. She holds a degree in home economics from the university.

Director Miller also announced appointments of one home demonstration agent and two county agricultural agents. They are **MRS. OLIVE B. OPP**, of Hillsboro, who will serve as home demonstration agent in Pope County, and **EARLE S. BERGERUD** of Fergus Falls, who takes over as agricultural agent in Hubbard County. **RAYMOND SWENSEN**, Chisago City, became acting agricultural agent in Mille Lacs County, replacing George Bigalke.

• **ROBERT G. LAUFFER**, assistant county agent in charge of poultry work in Windham County, Conn., has been named extension poultry specialist on the staff of the Pennsylvania State College. He is a native of Passaic, N. J., and a graduate of Rutgers University, where he majored in poultry and was a member of the Rutgers poultry judging team.

• **W. OSCAR SELLERS**, Jefferson County, N. Y., agricultural agent, returned from 6 months' sabbatical leave in February. He has been Jefferson County agricultural agent since 1934, having previously served as assistant county agent in Chenango County for about 4 years. In 1948 Mr. Sellers received Epsilon Sigma Phi's distinguished service award for his radio programs, and the National County Agent Association's Distinguished Service Award. During his sabbatical, he engaged in actual farm operations, attended Columbia University, and visited 16 States, the District of Columbia, and Ontario, Canada.

• In April **RICHARD F. FRICKE**, assistant State leader of county agricultural agents, was cited for 30 years' service with the New York Extension Service. Fred B. Morris, county agricultural agent leader, made the presentation at a dinner meeting of county agricultural agents and assistants in Albany on Mr. Fricke's anniversary in the service.

• In February Wyoming Director **A. E. Bowman** added an irrigation specialist to his staff—**GUY O. WOODWARD** of Preston, Idaho. He was formerly field superintendent for the sugar company at Preston for 4 years, has 25 years' experience on his father's 475-acre farm, and 3 years' experience on his own farm. He graduated from Utah State Agricultural College in 1938 with a Bachelor of Science degree, having majored in agronomy and soils, and in 1940 did graduate work at the same college.

• **R. J. RICHARDSON**, assistant State 4-H Club leader in Georgia, has received word that the garden-seed gifts of Georgia's 4-H Club members have arrived in Germany and have been distributed to rural youth groups. A letter from the Georgia 4-H Club Council was included in each package of seed. It had as its theme "Seeds of Friendship."

• After serving for more than 25 years as State boys' 4-H Club agent, **Dan Lewis** retired from South Carolina Extension Service on January 1. He is now living at 216A Third Avenue, Southeast, Del Ray Beach, Fla., where he is recuperating from a recent illness. Commenting on his retirement, Director **Watkins** pointed out that during Mr. Lewis' tenure in office the annual club enrollment has grown from 7,000 members in 1923 to nearly 42,000 in 1948.

• **RUDOLPH G. STRONG** of Port Gibson, Miss., recently joined the staff of Louisiana Extension Service as entomologist. He graduated from Mississippi State College in 1946 and received his master's degree from the same institution in 1948. He taught zoology and entomology at the college from 1946 to 1948 and has worked with the Stoneville, Miss., Experiment Station and the United States Department of Agriculture, Bureau of Entomology and Plant Quarantine in Texas on cotton insect control.

• After 38 years of extension educational work in South Carolina, **BESSIE HARPER**, district home demonstration agent, retired on July 1. She began her career in home demonstration work in Aiken County in 1916 and received her appointment as district agent with headquarters in Aiken in 1919. This position she held until retiring.

Miss Harper was intensely interested and active in all social and civic programs and was a member of the State Home Economics Association, the State Federated Clubs, the Business and Professional Women's Club, and the Pilot Club. Miss Harper plans to reside with her two sisters in their ancestral family home in Kingstree, S. C.

• **A. L. ("AL") SHEPHERD**, Dutchess County, N. Y., agricultural agent since 1923, retired last December. Al began his extension career as assistant agent in Madison County in 1918, later that year moved to Schenectady County as assistant agent, and in January 1919 went to serve as county agent in Oswego County, which post he occupied until he took up his headquarters in Dutchess County.

**OREN BURBANK**, former assistant county agricultural agent in Steuben County, succeeds Al in Dutchess County.



# Science Flashes



What's in the *offing* on scientific research, as seen by Marion Julia Drown,  
Agricultural Research Administration

## Richer Colors for Cottons

Because cotton contains no nitrogen, it will not take all dyes satisfactorily. For example, wool, which contains nitrogen in its molecule, can be dyed with richer, warmer colors than can cotton. The Southern Regional Research Laboratory has recently developed a method for converting cotton fiber into a nitrogenous substance by a chemical process that adds nitrogen to the cellulose molecule. The treatment is called aminization. Aminized cotton fiber, yarn, or fabric will take the colors of wool dyes, and the breaking strength is unchanged by the treatment. Some aminized cotton fabrics dyed with typical cotton dyes came out in richer shades and were faster to laundering than untreated cottons colored with the same dyes.

This development opens up possibilities for the use of mixed wool and cotton fabrics, as the same dyes can now be used on the two kinds of fibers.

A patent on the cotton aminization process was issued to the Secretary of Agriculture in January 1949.

## Sounds Unheard

"Heard melodies are sweet, but those unheard are sweeter," wrote Keats. But the sweetness of high-frequency sound radiations above the range of the ear may be doubted. In fact, such ultrasonic waves can kill. Scientists of the Agricultural Research Administration are testing their lethal effects on mosquitoes and other harmful insects. Mosquito larvae are killed in 5 seconds' exposure to the radiations. Up to a full minute is required for killing larvae of the codling moth, whereas larvae embedded in fruit were apparently undisturbed.

Other studies have been made to determine whether ultrasonics can be used for controlling fruit fly in citrus

fruits. In the course of these experiments the researchers found that exposure to the rays decreased the vitamin C content of orange juice.

Other tests indicate that treatment with ultrasonics reduces the germination period of certain seeds. The vibrations were also found to reduce particles of certain materials, including DDT, to smaller size than any other method used.

Other possible agricultural uses of ultrasonics being investigated are the biological effects on plants and animals, bacterial control, sterilization or pasteurization of milk and other food products, homogenization of milk, emulsification and coagulation, and, as mentioned, control of insects.

## Delicious Citrus Products from California

Like citrus fruits? Most vitamin-conscious Americans do. The latest orange and lemon treat is frozen puree. Made from the fresh fruit by a new process developed at the Bureau of Agricultural and Industrial Chemistry's lab that just moved to Pasadena from Los Angeles, this product will please consumers and open up a new market for citrus growers. It is already in commercial production in California and being sold to bakeries, ice cream manufacturers, and other food concerns all over the country.

The purees are made from fresh whole fruit. When prepared by the laboratory's method and stored at 0° or -10° F., they keep the flavor and, just as important, the nutritive value of fresh oranges or lemons for a year or more. The purees give body and smoothness, as well as superior flavor, to the food products to which they are added.

One of the problems in making citrus purees was the effect on flavor of the citrus-peel oil. In navel oranges,

there was a tendency to turn bitter. Both these difficulties have been overcome in the new process. Really large-scale production of frozen citrus purees is believed to be just around the corner.

Another citrus product from the same laboratory is bottled orange juice, refrigerated but unpasteurized. This juice is said to taste exactly like the freshly squeezed article. Because most of the air is removed in bottling, re-aerating the juice before drinking by pouring it back and forth between containers is recommended. At 30° F. the bottled juice retains its fresh flavor and vitamin C for 2 weeks or more.

## Drying Seed Without Heat

Using calcium chloride instead of heat, engineers of the United States Department of Agriculture have shown that seed can be dried without the dangers of fire and reduced germination from overheating. The method is especially good for the small grower who cannot afford elaborate and closely regulated equipment for drying seeds with heated air. All that is required is a bin, which can be built by any man reasonably handy with tools, and a fan. The calcium chloride costs about 3 cents a pound. In farm tests with lupine seed, it took about 3 pounds of the chemical to reduce the moisture content of 100 pounds of seed from 17.3 to 13 percent.

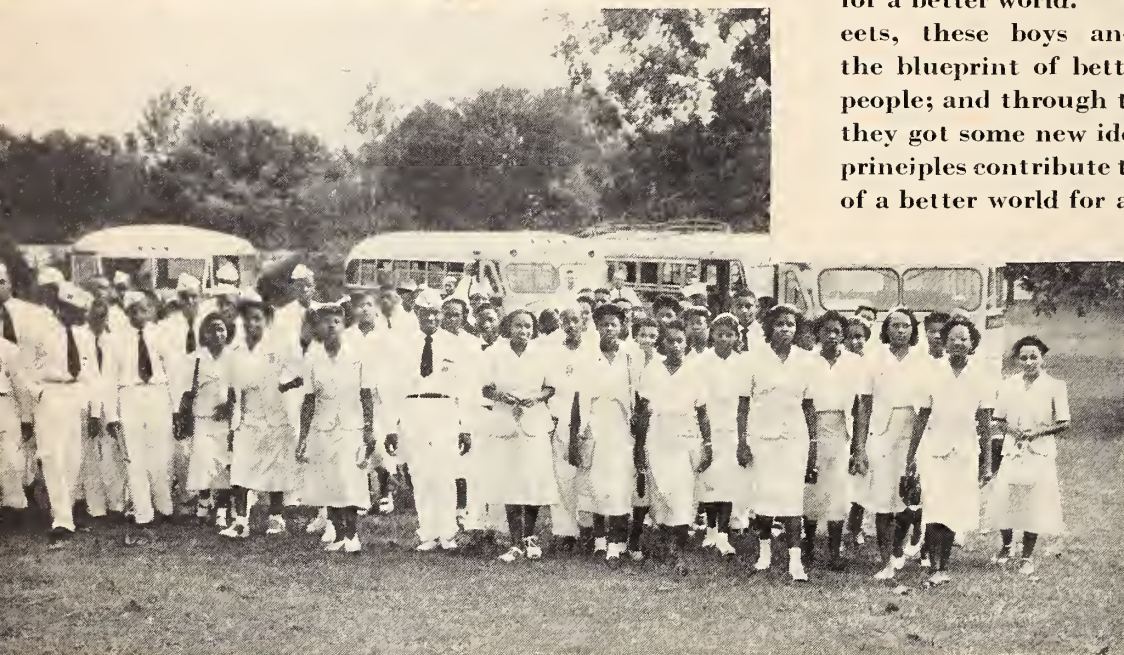
The seed is dried in a tight bin with a screened bottom through which dried air is fanned. The moistened air from the top of the bin is then recirculated to the bottom of the dryer. In the dryer unit it passes first over brine from the calcium chloride, then over the flakes of the chemical, and then back to the bin again.





The Second Annual Regional 4-H Club Camp for Negro farm boys and girls was held at Tennessee State College, Nashville, July 26-August 2. Gathered at the encampment were more than 100 Negro youths who will help provide the future leadership for Negro farm people.

Theme of the camp was "Better living for a better world." Through 4-H projects, these boys and girls have seen the blueprint of better living for farm people; and through the camp program, they got some new ideas about how 4-H principles contribute to the development of a better world for all.







EXTENSION SERVICE  
*Review*

SEPTEMBER 1949

National 4-H Achievement Week is scheduled for November 5-13. Observances will feature the year's theme, "Better living for a better world."

## Next Month

• "The forest problems of the Nation are serious and must be faced if we are to survive as a great lumber-producing nation," says Director Symons of Maryland in a challenging article on farm forestry as it relates to extension teaching. His convictions are the result of a study made for the Extension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities.

With summer school experiences still fresh, the article on Nebraska's training program called "An Agent in the Making" is timely.

"Sometimes what we think will be just another problem in our busy workaday lives may turn out to be one of our richest experiences," writes Agent L. S. Nichols of Orange County, N. Y., of a visit from four German youth leaders.

A long step toward the coordination of teaching in the field of clothing came as the result of clothing construction workshops for both teachers of home economics and extension agents. In the nature of refresher courses they served to promote also an understanding of the problems of each group of workers.

Another clothing story deals with the results of a series of radio programs in Delaware.

The back cover emphasizes the need for trained leaders and larger 4-H enrollment in land-care projects if soil resources are conserved. An article by W. R. Tascher, extension soil conservationist, contains some practical suggestions for improving the 4-H activities in this field.

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